

CHAPTER EIGHT: EDUCATION & OUTREACH STRATEGY & TOOLS

DES PLAINES RIVER WATERSHED-BASED PLAN

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COMMON ACRONYMS/ABBREVIATIONS USED IN CHAPTER 8

APWA – American Public Works Association	WWTPs – Wastewater Treatment Plants (including publicly owned treatment works)
BMP – Best Management Practices	YCC – Youth Conservation Corps
BOMA – Building Owners and Managers Association International	
CLC – College of Lake County	
CMAA – Chicago Metropolitan Agency for Planning	
CSA – Community-Supported Agriculture	
DPR Planning Area – Des Plaines River Watershed Planning Area	
DRWW – Des Plaines River Watershed Workgroup	
FEMA – Federal Emergency Management Agency	
FSA – Farm Service Agency	
HOA – Homeowners Association	
I/E – Information and Education	
IDNR – Illinois Department of Natural Resources	
ILCA – Illinois Landscape Contractors Association	
Illinois EPA – Illinois Environmental Protection Agency	
ILMA – Illinois Lakes Management Association	
LCFPD – Lake County Forest Preserve District	
LCHD – Lake County Health Department	
LCTV – Lake County Television	
LID – Low Impact Development	
LA – Lake Associations	
MWRD – Metropolitan Water Reclamation District of Greater Chicago	
NFIP - National Flood Insurance Program	
NRCS – Natural Resources Conservation Service	
PB&D – Planning Building & Development	
PSA- Public Service Announcement	
SMC – Lake County Stormwater Management Commission	
SWALCO - Solid Waste Agency of Lake County	
SWCDs –Soil & Water Conservation Districts (McHenry-Lake & North Cook)	
USEPA – U.S. Environmental Protection Agency	
USGS – United States Geological Survey	
WI DNR – Wisconsin Department of Natural Resources	

8 EDUCATION AND OUTREACH STRATEGIES AND TOOLS



Figure 8-1: April 13, 2017 Des Plaines River Watershed planning meeting

Stakeholders provide input for the education and outreach strategy.

This chapter provides a strategy for information, education, and public involvement to address watershed topics and issues (see Figure 8-1). The education and outreach strategy provides messaging and motivation for each target audience to help achieve the goals and realize the vision for the Des Plaines River watershed:

The Des Plaines River watershed will be a destination valued by residents, businesses, and governments that join together to actively engage in education and participate in improving water quality. Stakeholders will preserve and enhance regional green infrastructure, resulting in cleaner streams and lakes, better plant and animal biodiversity, and reduced flood damage – while balancing a sustainable native landscape with development and economic growth.

8.1 WATERSHED INFORMATION AND EDUCATION NEEDS

Community engagement, outreach, and education are essential components of the Des Plaines River Watershed-Based Plan. The education and outreach strategy is designed to:

- Raise public awareness about watershed issues and foster support for solutions;
- Educate stakeholders, the public, and other identified target audiences to increase awareness and encourage behavioral changes (see Figure 8-2 for a Work-In-Progress sign);
- Provide engaged stakeholders the knowledge and skills they need to become watershed stewards and implement the watershed action plan;
- Leverage public and private partnerships to implement action items.

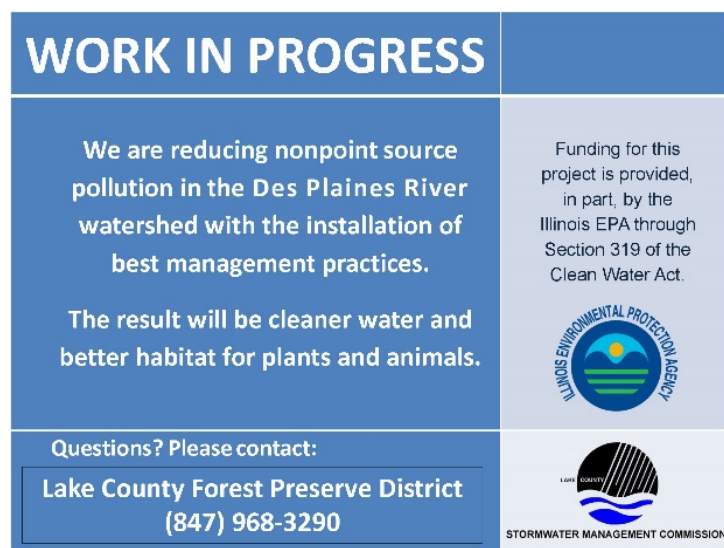


Figure 8-2: Example Work-In-Progress signs

The signs were installed at the three BMP implementation projects completed in 2017.

8.2 RECOMMENDED PROGRAMS

Development of an education and outreach program begins by defining education and outreach goals and objectives, see Figure 8-3 showing an example of an outreach program. During the June 2016 Des Plaines River watershed planning meeting, stakeholders discussed and approved the following goal and objectives related to education and outreach.

EDUCATION & OUTREACH GOAL: Provide watershed stakeholders with the knowledge, skills, and motivation needed to take action to implement the watershed plan. Watershed stakeholders include (but are not limited to): residents, property owners, property owner associations, government agencies, local units of government, and developers.

OUTCOME: Stakeholders have adequate information and knowledge of resources to implement the watershed plan.

OBJECTIVES:

- a) Educate and provide information and training to riparian and lakeshore landowners on best practices for stream and lake shoreline restoration and maintenance that will reduce erosion and increase water quality.
- b) Conduct a watershed outreach campaign to inform and engage the public about watershed issues, landowner responsibilities, and available resources.
- c) Educate local government officials and agencies, consultants and contractors working in the watershed, landscapers and nurseries, and landowners on road salt alternatives and application BMPs to minimize the use of road salt by public and private snow removal providers.
- d) Educate the general public on the importance of watershed health (water quality, flood prevention, soil conservation and agricultural production, green infrastructure, and water-based recreation) to the economy of the communities in the watershed.
- e) Utilize trainings, workshops, public meetings, newsletters, websites, media, campaigns, and stakeholder word of mouth to provide watershed stakeholders opportunities to participate in watershed programs and projects.
- f) Develop and implement a pollution prevention campaign to educate residents, businesses, developers and homebuilders on source control and runoff reduction measures that may be used on their properties. These measures can be used to reduce or eliminate pollution inputs associated with landscape maintenance and agricultural production.
- g) Facilitate public training and engage schools and youth groups (students), lake associations, and homeowner associations to volunteer for lake, stream, and natural area stewardship and maintenance.
- h) Promote the use of native plants and the removal of invasive plants by establishing demonstration sites and training.



Figure 8-3: 2016 HOA Workshop on Maintenance for Subdivision Drainage Systems

- i) Provide communities with the tools they need to prevent flood damage from worsening by using the “no adverse impact standard” and maintaining floodplain as open space.
- j) Provide outreach and workshops for the public affected by flood damage to educate them on the causes of flooding, flood mitigation practices, and what can be done to prevent local and regional flood damage.
- k) Install signs at each lake to educate riparian and lakeshore landowners and lake users on ways to reduce the spread of aquatic invasive species.

8.3 TARGET AUDIENCES

The audiences for specific education and outreach activities and topics include organizations, watershed residents, the general public, and professionals within the watershed community. These audiences have a wide range of understanding of watershed issues and needs for further education and outreach. Education and outreach intends to be responsive to existing partners, attract stakeholders that have not previously participated in watershed improvement activities, and align messages with audience knowledge levels and motivations. Education and outreach partners include the following entities.



Figure 8-4: Stakeholders participating in the watershed goals and opportunities exercise

Stakeholder input was used to create education and outreach strategy.

8.3.1 LOCAL GOVERNMENT OFFICIALS AND AGENCIES

Continued support from local governments and public landowners will be critical to implementing the education and outreach strategy. These officials and agencies develop policies and regulations and manage the land and projects within the watershed. They will need to commit to projects on public lands and communicate with and motivate residents to participate in watershed improvements. The local government target audience includes:

- Municipalities
- Townships
- County agencies
- Elected officials and policy makers
- Drainage districts
- Park districts & Forest preserve districts
- Public works agencies
- Transportation agencies (Highway Commissioners)

8.3.2 RESIDENTS AND BUSINESSES

Numerous residents and landowners in the Des Plaines River watershed have participated in one or more Des Plaines River watershed meetings or subwatershed committee meetings (see Figure 8-4). The target audience includes the following groups or residents:

- All residents and landowners (including agriculture producers, equestrian and large-track landowners)
- Not-for-Profit and Environmental interest groups
- Businesses and institutions (i.e., golf courses, shopping centers, churches and Chambers of Commerce)
- Community-Supported Agriculture (CSA) systems

8.3.3 RIPARIAN AND LAKESHORE LANDOWNERS

Riparian landowners may have a disproportionate impact (positive or negative) on stream and wetland areas, and often have a vested interest in improving watershed conditions to protect their property, comply with regulations, or enhance property values. Riparian areas are critical locations because they contribute to watershed problems or hold the key to solutions. Therefore, the riparian property owners should be targeted for special attention in the education and outreach strategy. The target audience includes the following groups of riparian and lakeshore landowners:

- Homeowner and lake associations (HOAs/LAs)
- Single family residences
- Commercial and multifamily residential properties
- Owners of undeveloped land
- Railroads
- Utility companies located in floodplains or along streams, lakes, and wetlands

8.3.4 SCHOOLS AND YOUTH GROUPS

Outreach and education programs and messages are targeted towards students in schools and youth groups which are needed in order to achieve sustainable improvements over time. The behaviors needed to effect long-term changes and improvements in watershed conditions will take hold in the shortest time and with the greatest effect in groups of children and young adults. Youth involvement in outdoor activities, such as stream clean-ups and habitat restoration days, is an effective way to engage groups in learning about and acting to improve watershed conditions. The student target audience includes the following schools and youth groups:

- Secondary schools
- Community colleges (CLC)
- Youth groups (Boy Scouts, Girl Scouts)

8.3.5 DEVELOPERS & HOMEBUILDERS

The land development process has the potential to adversely affect watershed conditions, but development interests can be balanced with watershed goals if identified prior to or early in the design and development process. Developers and homebuilders should adopt a variety of best development standards and comply with regulations, codes, and ordinances to protect watershed resources.

8.3.6 CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED

Several engineering, environmental and other consultants have participated in stakeholder meetings and provided their expertise towards the watershed planning process. The watershed-based plan will provide consultants and contractors with resources to share with their clients and support for prioritization of future projects. The help of consultants and contractors will be needed to bring outreach and education messages to their clients to motivate and fund BMPs and watershed improvements far into the future.

- Restoration contractors
- Legal counsel
- Insurance companies
- Winter maintenance product/equipment suppliers
- Winter maintenance (snow removal) contractors
- Engineering, landscape architectural, and environmental consulting firms

8.3.7 LANDSCAPERS & NURSERIES

Landscapers, lawn and garden centers, nurseries, hardware stores, large retail establishments, and snow removal contractors can make a huge impact by learning and following watershed-friendly lawn care and winter maintenance practices, especially by reducing their use of pollutants such as chloride and phosphorus. Communities can support education by maintaining registries for lawn care, nurseries, and winter maintenance providers.

- Lawn & garden centers

8.4 PARTNER ORGANIZATIONS

Organizations that will be responsible for implementing the watershed plan recommendations can assist in education and outreach and can also be one of the targeted audiences. Each partner should couple plan implementation efforts with parallel efforts to inform and educate. Several educational programs are currently being implemented by other organizations that watershed stakeholders may take advantage of for the Des Plaines River watershed education and outreach strategy. See Table 8-1 below for a list of potential partner organization for implementing the watershed plan recommendations.

Table 8-1: Partner Organizations

PARTNER ORGANIZATIONS	
All Residents & Landowners	Master Gardeners, Garden Clubs
Businesses and Institutions	SWCDs
CLC	Municipalities (including Public Works Depts.)
CMAP	MWRD
Conserve Lake County	NRCS
Cook County	Park Districts
Drainage Districts	SMC
Environmental Interest Groups	Townships
Farm Bureaus	Transportation Departments
Forest Preserve Districts	USGS
IDNR	USEPA
Illinois EPA	WWTPs
ILMA	Watershed Planning Committees
Kenosha County	Watershed Workgroups
Lake County	WI DNR
LCHD	YCC

8.5 GUIDANCE FOR IMPLEMENTATION

The following list provides general guidance for implementing the education and outreach strategy. More detailed recommendations for addressing specific watershed issues are included in Table 8-3.

- Use words that the general public can understand and speak to their existing values and priorities.
 - Basic watershed science education (e.g., biology, the water cycle, and stream ecology) may be needed when the audience has little knowledge about rivers, streams, lakes, wetlands, or watersheds.
 - Identify and provide for different levels of understanding and the needs of various audience groups. When interacting with a group, stress the dimensions of the project that apply most to them. For example, when interacting with homeowners, focus on items such as rain gardens, lawn care, pollution prevention and restoration, and management of riparian buffers. Develop a similar menu of topics for each target audience.
 - Be sure to inform your audience about actions they can take and behaviors they can change to help address watershed problems and issues.
- Develop multiple messages; use one broad message for the general public and a series of more specifically targeted messages for specific audiences (e.g., landowners, business owners, and municipalities).
 - Keep the message simple and straightforward with only two or three take-home points at a time, use graphics and photos to illustrate the message, and repeat it frequently.

- Emphasize the connections between the message and the issue or resource being addressed. For example, connect the message to storms, streams, lakes, the Des Plaines River, land management, the urban landscape, and streets.
- Coordinate the education and outreach strategy with partner organizations to combine efforts, achieve economies of scale, tap into one another's networks, share costs, and ensure consistent messages.
- Use websites and other social media, as well as public places, such as libraries and village halls, to post and promote your message.
 - All materials and messages should promote the local watershed groups, with contact information and information on how to get involved.
 - Be sure to link the issue to the audience and inform the audience about actions they, specifically, can take to help address watershed problems and issues.
 - Post messages on websites and in popular public and private places, such as parks, forest preserves, libraries, grocery stores, and village halls.

8.6 MESSAGE FORMATS AND DELIVERY MECHANISMS

Numerous existing programs, tools, and materials are available that can be used or customized to accelerate education and outreach efforts. See Table 8-2 below for examples of education and outreach through print, electronic, visual and personal contact communication efforts.

Table 8-2: Examples of Education & Outreach Efforts

PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
Brochures	Social Media	Displays/Exhibits	Demonstrations, field trips, watershed tours
Fact sheets	Websites	Signage	Presentations (meetings, events, workshops, seminars, open houses etc....)
Newsletters	E-News/Emails	Posters/ Bulletin boards	Interviews
News releases	Videos/local cable channel	Presentations	Surveys
Feature articles	Public Service Announcements (PSA)		Target individual Discussions
Inserts/Utility bills	Bulletin Boards		
Flyers	Surveys		
Direct mail			
Manuals or plans; Technical resources			
Media kit			

8.7 EVALUATING PLAN OUTREACH

Watershed plan evaluation provides a feedback mechanism for ongoing improvement of your outreach effort and for assessing whether the effort is successful. It also builds support for further funding. The entity or persons responsible for implementing the education and information campaign should customize the following

ideas. For a number of these evaluation strategies, you should collect baseline information or survey current knowledge before the outreach activities begin and check periodically throughout the outreach campaign to help measure progress and effectiveness. Evaluations conducted early in the effort will help determine which programs are working and which ones are not. Based on this information, money and time can be saved by focusing on the programs that work and discarding those that do not.

Actual achievement of the watershed plan goals and objectives, such as reductions in flooding and impairment of water quality in the Des Plaines River watershed, are perhaps the best indicators of outreach effectiveness. While it is difficult to attribute flood reduction and water quality improvement to a specific outreach strategy program or action, there is little doubt that increased understanding and involvement in the watershed is essential to watershed improvement. Indicators to evaluate, monitor, and provide a timeframe for each educational topic are listed in **Chapter 7; Section 7.6.7 & Appendix O Evaluation Scorecards**.

8.8 WATERSHED INFORMATION AND EDUCATION RESOURCES

Many resources include effective education and outreach messages, delivery techniques, watershed management planning, media relations, and strategies to assist with developing an outreach campaign. A web search provides many examples, but helpful resources include:

- USEPA Watershed Academy - <http://water.epa.gov/learn/training/wacademy/index.cfm>
- The Center for Watershed Protection - <http://www.cwp.org/>

Although larger educational activities, such as training workshops and demonstration projects, may require public or private grant sources, you can incorporate many of SMC's Stormwater Best Practices (<http://www.lakecountyil.gov/2261/Stormwater-Best-Practices>) into established work activities, projects, and education programs.

Table 8-3 provides educational messages, outreach methods, target audiences, and partner leads for implementing the Education and Outreach Strategy. It is important to note that although target audiences and partner leads are indicated in certain educational topics, many different target audiences and partner leads could apply to several of the topics.

Table 8-3: Educational Topics, Messages & Partners

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: GREEN INFRASTRUCTURE STORMWATER PRACTICES			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Park Districts & Forest Preserve Districts • Drainage Districts • Public Works & Transportation Agencies <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses and Institutions (golf courses) • CSA systems • Not-for-Profit & Environmental Interest Groups <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs /LAs • Commercial & Multi-family residential properties • Utility Companies located in floodplains or along streams, lakes or wetlands <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Engineering, landscape architectural, and environmental consulting firms <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> • Lawn & Garden Centers 	<ul style="list-style-type: none"> • Local Codes & Ordinances • LCFPD Green Infrastructure Model • Landowner Guides (Brochures), Factsheets • Presentations, Information Booths & Webinars • Target Individual Discussions • Demonstrations, tours, public meetings (watershed committee meetings), and workshops • Direct Mail, Utility Bills/Inserts, Emails • Feature Articles, Media Kit, PSA • Manuals/plans • Social Media, Websites 	<ul style="list-style-type: none"> • SMC • Lake County PB&D • Municipalities • Townships • LCFPD • DRWW • Environmental Interest Groups 	<ul style="list-style-type: none"> • Put a LID on Nonpoint Sources • Green Infrastructure: It Does It All • Let it Soak In; Keep It Recharging • Design with Infiltration in Mind • Green Infrastructure increases property values • Include green infrastructure protection/enhancement in community and HOA capital and operating budgets.

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TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: MINIMIZE FLOOD RISK & DAMAGE (NO ADVERSE IMPACT)			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Drainage Districts • Park Districts & Forest Preserve Districts • Public Works & Transportation Agencies <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses & Institutions <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs / LAs • Single, Commercial & Multi-family residential properties • Utility Companies located in floodplains or along streams, lakes or wetlands <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Legal Counsel • Insurance Companies • Engineering and environmental consulting firms 	<ul style="list-style-type: none"> • Landowner Guides, Factsheets, & Newsletters • Interviews, Target Individual Discussions • Buyout Program and Promote Via Partnerships (realtors, insurance agents, etc.) • Demonstrations, tours, presentations, public meetings, Floodproofing Workshop • Direct Mail to flood prone property owners, Utility Bills/Inserts, Emails, Surveys • News Releases, Feature Articles • Social Media, Websites, Video/Local Cable Channel (LCTV) • Local Model Ordinance • Technical Assistance with Flood Audits 	<ul style="list-style-type: none"> • Counties • Municipalities • FEMA, NFIP • SMC • MWRD • Insurance Companies & Realtors • Chambers of Commerce • Drainage Districts • Schools • DRWW 	<ul style="list-style-type: none"> • Maintain Your Culvert • Stream Maintenance Reduces • Convert Grey to Green Infrastructure • Infiltration Practices Reduce Runoff • Let It Soak In • Know How Your Property is Affected by Changes to Flood Maps • Floodproofing Tips for Your Home or Business • Maintain Your Detention Basin • How to protect your property from flood damage

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: BEST PRACTICES FOR LAKES AND LAKE SHORELINES			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Park Districts & Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Agriculture Producers, Equestrian and Large Tract Landowners • Businesses & Institutions (golf courses, shopping centers, churches) <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • Single, Commercial & Multi-family residential properties • HOAs/LAs • Utility Companies located in floodplains or along streams, lakes or wetlands <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Restoration Contractors • Engineering, landscape architectural, and environmental consulting firms 	<ul style="list-style-type: none"> • Landowner Guides (Brochures), Factsheets, Newsletters • Lake & Yard Signage, Presentations • Interviews, Target Individual Discussions • Demonstrations, tours, HOA/Lake Management Association Meetings • Direct Mail, Utility Bills/Inserts, Emails • News Releases, Feature Articles, Media Kit, PSA • Manuals/plan, Certifications • Social Media, Websites, Video/Local Cable Channel (LCTV) • “Who to Call” list for landowner questions/assistance • Lake clean-up days • Biological Monitoring Results 	<ul style="list-style-type: none"> • LCHD • CLC • HOAs • Park Districts • Lake Management Associations • DRWW 	<ul style="list-style-type: none"> • If You Don’t Want It in Your Lake Don’t Put It on Your Lawn • Manage Your Edge with A Native Buffer • What Fish Testing Can Tell You About your Lake • What Shape Is Your Shoreline In • Control the Invaders • Put a Buffer Between Your Lake and The Geese • Before Dropping Anchor, Check for Zebra Mussels

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TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: STORMWATER INFRASTRUCTURE MAINTENANCE (DETENTION BASIN & OUTFALL MANAGEMENT)			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Drainage Districts • Public Works Agencies • Transportation Agencies – Highway Commissioners • Park Districts & Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Businesses & Institutions (golf courses, shopping centers, churches, Chamber of Commerce) • Environmental Interest Groups <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • Single, Commercial & Multi-family residential properties • HOAs/LAs • Utility Companies located in floodplains or along streams, lakes or wetlands <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Engineering and environmental consulting firms 	<ul style="list-style-type: none"> • Individual Discussions • Targeted Mailings, Brochures, Factsheets • HOA Workshops; Signage, Posters • Low Impact Development workshop/tour Presentations • Social Media, Websites, Newsletters • News Releases, PSA, LCTV, Videos • Technical Assistance & Resources (manuals/plans) • County & Municipal Boards • Detention Basin Inventory (SMC Website) • Surveys & Interviews 	<ul style="list-style-type: none"> • Municipalities • Townships • Drainage Districts • Local Elected Officials • SMC • DRWW 	<ul style="list-style-type: none"> • Reduce Road Runoff, Road Pollutants • Purpose of/Need to Maintain HOA Detention Ponds • BMPs and How to Maintain Them • Adopt a Storm Drain • Regular Maintenance Keeps Your Facility Working • Infiltrating runoff reduces pollution and flooding • Your detention basin can clean pollutants from stormwater and reduce flooding – Just Naturalize It!

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: STREAMSIDE LANDOWNER BEST PRACTICES (RIPARIAN BUFFERS & YARD PRACTICES)			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> Elected Officials (policy makers) Municipalities, Townships and County Drainage Districts Park Districts & Forest Preserve Districts Public Works & Transportation Agencies <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> Agriculture Producers, Equestrian & Large Tract Landowners Businesses and Institutions (golf courses and churches) Non-Profit & Environmental Interest Groups <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> HOAs /LAs Single, Commercial & Multi-family residential properties Owners of Undeveloped Land Railroads Utility Companies located in floodplains or along streams, lakes or wetlands <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> Secondary Schools & Community Colleges Youth Groups <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> Restoration Contractors Engineering, landscape architectural, and environmental consulting firms <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> Lawn & Garden Centers 	<ul style="list-style-type: none"> Landowner Guides (Brochures), Factsheets, Newsletters, Bulletin Boards and Flyers Displays/Exhibits, Lake & Yard Signage, Posters, Presentations Interviews, Target Individual Discussions Demonstrations, tours, public meetings and workshops aimed at developers Direct Mail, Utility Bills/Inserts, Emails, Surveys News Releases, Feature Articles, Media Kit, PSA Manuals/plan, Certifications Social Media, Websites, Video/Local Cable Channel (LCTV) Stream Inventory & Shoreline Assessments (SMC website) Encourage Lake and Stream clean-up days Provide a “Who to Call” list for landowner questions/assistance 	<ul style="list-style-type: none"> Riparian Landowners Park Districts & Forest Preserve District Dam Owners Elected Officials SMC DRWW HOAs Landscape Contractors Consultants Non-Profit Groups 	<ul style="list-style-type: none"> Dam Maintenance, Replacement, Removal Rain Gardens absorb runoff and are great for birds and butterflies Save The Bank, Invest in Native Vegetation Go Natural with Native Buffers You Are Responsible for Maintaining the Creek on Your Property Invasives Not Invited Stream Maintenance Can Help Reduce Flooding We Have Our Highways Give Them Theirs What Shape Is Your Streambanks In Do not dump yard waste or chemicals in the stream or stream buffers

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: STEWARDSHIP TO PREVENT POLLUTION (FERTILIZER, PESTICIDES, & LANDSCAPING)			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Drainage Districts • Public Works & Transportation Agencies – Highway Commissioners • Park Districts & Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Agriculture Producers, Equestrian & Large Tract Landowners • Businesses and Institutions (golf courses, shopping centers, churches and Chamber of Commerce) • Not-for-Profit & Environmental Interest Groups • CSA Systems <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs /LAs • Single, Commercial & Multi-family residential properties • Railroads • Utility Companies located in floodplains or along streams, lakes or wetlands <p>SCHOOLS AND YOUTH GROUPS</p> <ul style="list-style-type: none"> • Secondary Schools & Community Colleges • Youth Groups <p>DEVELOPERS & HOMEBUILDERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Environmental consulting firms <p>LANDSCAPERS & NURSERIES</p>	<ul style="list-style-type: none"> • Landowner Guides (Brochures like Rain Garden How-To Guides, Factsheets, Newsletters, Bulletin Boards, and Flyers) • Displays/Exhibits, Lake & Yard Signage, Posters, Presentations • Interviews, Target Individual Discussions • Demonstrations, tours, public meetings, Educational Campaigns and workshops aimed at developers, lake education days • Conservation @ Home Program (Conserve Lake County), Farmer Markets • Direct Mail, Utility Bills/Inserts, Emails, Surveys • News Releases, Feature Articles, Media Kit, PSA • Manuals/plan, Certifications • Social Media, Websites, Video/Local Cable Channel (LCTV) • Local Nurseries Selling Native Plants • “Who to Call” list for landowner questions/assistance • Identify Watershed Champions 	<ul style="list-style-type: none"> • Conserve Lake County • Lawn and Garden Centers & Hardware Stores, • Park Districts • SMC • CLC & Schools • LCFPD • SWALCO • HOAs • Municipalities • DRWW • University of Illinois Extension Service • Realtors 	<ul style="list-style-type: none"> • Cost Savings in Using Conservation Practices (ex. native landscaping); • A Healthy Yard Has Low Impact on Environment, Improves Sustainability; • What You Can Do To Improve Waters Quality • Recycle Rain Water; Harvest Rain Water; • A Healthy Yard = Less Time You Spend Maintaining It • Test Your Soil Before You Treat It • Do your part to keep waters clean • Only feed your lawn in the Fall • Use phosphorus free fertilizer • You can reduce pollution and maintenance costs while increasing profitability

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: BEST WINTER MAINTENANCE PRACTICES			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> Elected Officials (policy makers) Municipalities, Townships and County Drainage Districts Public Works Agencies Transportation Agencies – Highway Commissioners Park Districts & Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> Businesses and Institutions (golf courses, shopping centers, churches and Chamber of Commerce) Environmental Interest Groups <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> HOAs /LAs Single, Commercial & Multi-family residential properties <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> Winter Maintenance Product/Equipment Suppliers Winter Maintenance (Snow Removal) Contractors Environmental consulting firms <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> Lawn & Garden Centers 	<ul style="list-style-type: none"> Guides/Brochures, Factsheets, Newsletters, Bulletin Boards and Flyers Displays/Exhibits, Signage, Posters, Presentations ILMA Conferences & Meetings, Partnerships Interviews, Target Individual Discussions Demonstrations, tours, public meetings, Deicing Workshops (Lake County & Adjacent Counties), Product Application & Calibration Demonstration Direct Mail, Utility Bills/Inserts, Emails, Surveys News Releases, Feature Articles, Media Kit, PSA, Lobbying Manuals/plan, Deicing Operator Certification Social Media, Websites, Video/Local Cable Channel (LCTV) 	<ul style="list-style-type: none"> SMC LCHD Transportation Agencies Local Government State Officials APWA BOMA ILCA Schools Business Associations DRWW 	<ul style="list-style-type: none"> Salt Alternatives Save Money, Reduce Impacts to Our Water Resources Calibration Key to Effective Product Application Store It Right Save Our Lakes, Use Less Salt on Our Roads Road Salt Use Diet Less is More- Road Salt

DES PLAINES RIVER WATERSHED BASED PLAN - 2018

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: AGRICULTURAL & EQUESTRIAN BEST PRACTICES			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Agriculture Producers, Equestrian and Large Tract Landowners • Environmental Interest Groups • Community-Supported Agriculture (CSA) systems <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> • Lawn and Garden Centers 	<ul style="list-style-type: none"> • Landowner Guides (Brochures), Factsheets, Newsletters, Bulletin Boards • Direct Mailings (SWCD/NRCS Programs) • Target Individual Discussions, Presentations, Interviews • Social Media, Websites • Demonstrations, tours, and workshops • Technical Assistance • Manuals/plans • Lake County Farm Bureau, Illinois Horse Council, University of Illinois Extension Service 	<ul style="list-style-type: none"> • SMC • LCFPD • University of Illinois Extension Service • Illinois Department of Agriculture – SWCDs, NRCS, FSA • DRWW • Agriculture Producers, Equestrian Landowners 	<ul style="list-style-type: none"> • Good Practices Don't Have to Be Costly • Use Only What You Need (Nutrient Input) • Cover Crops Increase Yield, Water Retention • Soil: Keep It on the Land, Out of the Water • You can reduce farming inputs and pollution while increasing profitability

TARGET AUDIENCES	EDUCATION/OUTREACH METHOD OR VEHICLE	PARTNER LEADS	POTENTIAL MESSAGES
TOPIC: CONTROLLING NUISANCE & INVASIVE SPECIES (TEASEL, MUSKRATS, CARP, BEAVERS, GEESE, EURASIAN WATER MILFOIL, QUAGGA/ZEBRA MUSSELS)			
<p>LOCAL GOVERNMENT OFFICIALS & AGENCIES</p> <ul style="list-style-type: none"> • Elected Officials (policy makers) • Municipalities, Townships and County • Public Works & Transportation Agencies • Park Districts & Forest Preserve Districts <p>RESIDENTS & BUSINESSES</p> <ul style="list-style-type: none"> • Agriculture Producers, Equestrian and Large Tract Landowners • Environmental Interest Groups • Businesses & Institutions (golf courses) <p>RIPARIAN & LAKESHORE LANDOWNERS</p> <ul style="list-style-type: none"> • HOAs & LAs • Single, Commercial & Multi-family residential properties • Railroads <p>CONSULTANTS AND CONTRACTORS WORKING IN THE WATERSHED</p> <ul style="list-style-type: none"> • Engineering, landscape architectural, and environmental consulting firms <p>LANDSCAPERS & NURSERIES</p> <ul style="list-style-type: none"> • Lawn and Garden Centers 	<ul style="list-style-type: none"> • Lake Reports (LCHD) • Landowner Guides (Brochures), Factsheets, Newsletters, Bulletin Boards and Flyers • Displays/Exhibits, Signage, Posters, Presentations • Interviews, Target Individual Discussions • Demonstrations, tours, and workshops • Direct Mail, Utility Bills/Inserts, Emails, Surveys • News Releases, Feature Articles, Media Kit, PSA • Manuals/plan • Social Media, Websites, Video/Local Cable Channel (LCTV) 	<ul style="list-style-type: none"> • Municipalities • Townships • Drainage Districts • SMC • IDNR • DRWW • Riparian Landowners • Park Districts • Forest Preserve District 	<ul style="list-style-type: none"> • Invasive plants are weeds that over run and crowd out native plant communities; • Invasive plants result in loss of habitat and biodiversity • Stop aquatic hitchhikers-clean your boat and drain your livewells